

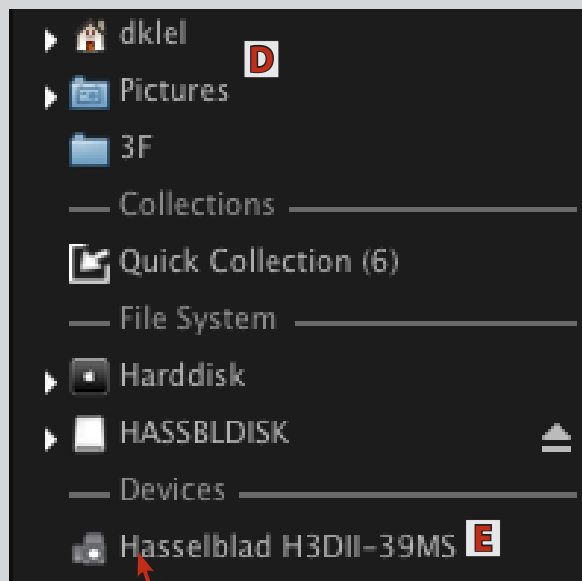
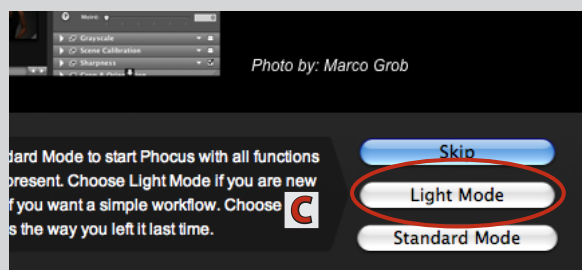


Phocus by Hasselblad User Manual

# Getting Started

The following is an introduction to the structure and workings of Phocus and what it can offer.

# Getting Started




Folders, cameras, card readers, memory sticks, hard drives, Quick Collections etc. containing captures appear in the File Browser. Clicking these will reveal their contents in the Thumbnail Browser.

The Phocus DVD contains the application, user manual, video tutorial, sample images and 'Read me' files. After installation, you will be asked to register your copy of Phocus and you will also be able to choose whether you would like to be sent e-mails regarding software and firmware updates as well as general information about Hasselblad.

After launching, a welcome dialog presents four tabs: **A** that offers a variety of information. *What's New*, for example, provides an overview of the latest improvements in Phocus while the other tabs contain more specific information and/or access to further help and information such as tutorials, etc. Click on the buttons **B** to access the various pages under each tab heading.

The lower right corner of the welcome dialog provides initial choices regarding in which state (amount of tools and functions available, etc.) you wish to start Phocus:

**Skip** opens Phocus in the state it was when last closed.

**Light Mode C** is for those new to Phocus. You can go directly to the start page by clicking here .

**Standard Mode** provides all features and functions and is intended for regular users.

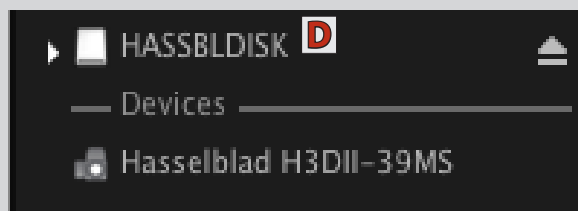
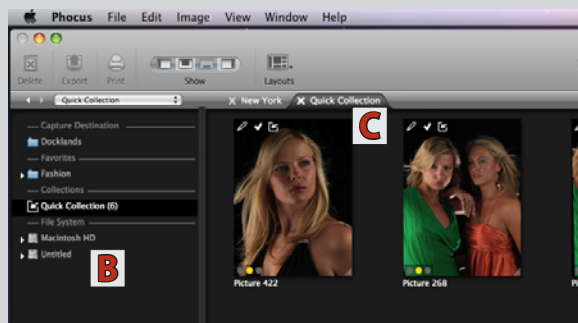
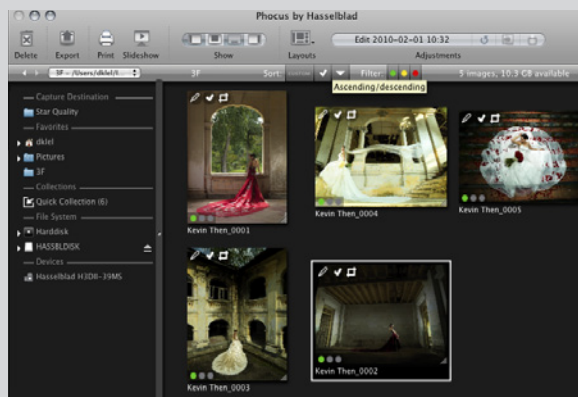
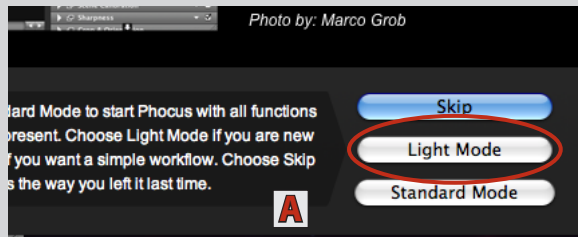
Note that you can configure a favored layout later on as layout/tool/preset combinations (default or custom), which are always accessible at any time in Phocus via *Layouts*.

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**File Destination:** When opened for the first time, Phocus automatically creates a file-destination folder called *Phocus Captures*, located in the *Pictures D* folder on the hard drive, where images shot tethered (with the camera connected) will be stored. Imported images from a CF-card will be located in the destination folder you chose during the import process.

**File Source:** Captures can be imported from a CF card in a reader or directly from a camera in tethered mode. When connecting a Hasselblad camera it will show up under *Devices* in the *File Browser E*. When working tethered to a Hasselblad camera, all images are captured to the current destination folder and displayed in the *Thumbnail Browser* and *Viewer*.

# Light Mode – basic overview



**Light Mode** provides just the basics of Phocus. Captures can be imported, processed, viewed, saved or even printed in minutes. This mode is intended for use where no custom adjustments are required.

However, Phocus can be expanded at any time providing access to all tools in conjunction with a number of predetermined layouts. Just click on the *Layouts* icon on the *Toolbar* (description follows this section).

## Start up

From the welcome screen, choose **Standard Mode A**.

## Import

Connect a Hasselblad camera or a card reader to import captures stored on a card (if you want to import files via a card reader you can use whichever port – FireWire or USB – is supported by the card reader). Hasselblad equipment can be connected (tethered) to a computer FireWire port for direct capture import and direct selection without needing to use a card reader.

## File Localization

Images, whether from a CF-card or from a tethered camera, are imported automatically. See previous section for details.

## File Browsing

**Light Mode** will display the **File Browser B** on the left. Tethered captures and card reader content will appear automatically in the **Thumbnail Browser C**.




Otherwise, click on the relevant capture storage symbol (camera/hard disk/memory card or stick) such as **D**, for example, to reveal the folder contents as thumbnails in the **Thumbnail Browser**.

## Basic Options

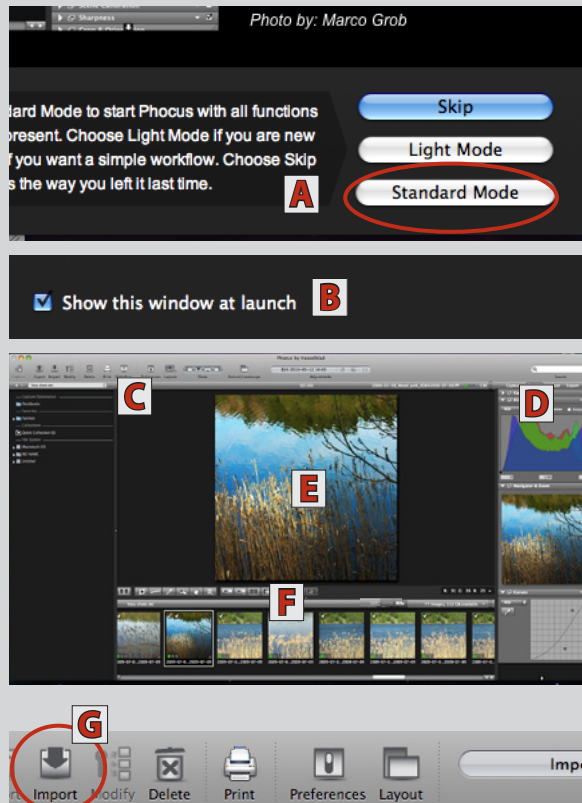
With the thumbnails visible, you can now make a selection of the desired images by clicking them. A selected image displays a white border surrounding it.

You can choose between several options that provide immediate and automated actions regarding the selected images:

- **Slideshow** - displays selected files.
- **Print** - prints selected files.
- **Export** - saves selected files in the format of your choice to a folder for storage or use on another computer or image editing application.

See the following pages in this chapter for further details about **Slideshow** , **Print**  and **Export** .


# Standard Mode – basic overview



## Note

- 3FR thumbnails represent untethered Hasselblad/CF-card stored files and require importing into 3F files to be able to view them in detail. You can, however, print and export 3FR files directly without importing them if required.
- 3F thumbnails do not need processing. They are generated either directly from tethered captures or from imported 3FR files.



- The Mac version of Phocus supports a variety of other raw formats as well as JPEG, DNG, TIFF. See File Support section  for more information.

*Standard mode* provides the complete range of tools and facilities that Phocus offers. This mode is intended for use where custom adjustment of individual files and customized batch processing is required.

Refer back to the *Getting Started* and *Light Mode* pages for basics and further on for specific *Standard Mode* details.

### Start up

From the welcome screen, choose *Standard Mode* **A**, to start Phocus with all tools, choices and functions available (check off *Show this windows at launch* **B** if you do not wish to see the screen the next time you launch Phocus). The *Welcome* dialog is at all times available via the *Help* menu inside of Phocus.

*Standard Mode* will display the *File Browser* **C** on the left, *Tools* **D** on the right, the *Viewer* **E** in the middle with *Thumbnails* **F** below.

### Import

Connect a Hasselblad camera or a card reader to import captures stored on a card (if you want to import files via a card reader you can use whichever port – FireWire or USB – is supported by the card reader). Hasselblad equipment can be connected (tethered) to a computer FireWire port for direct capture import and direct selection without needing to use a card reader.

### File localization

Images, whether from a CF-card or from a tethered camera are displayed automatically in Phocus (see previous section for details).

### File Browsing

Tethered captures and card reader content will appear automatically in the *Thumbnail Browser*. Otherwise, click on the appropriate capture storage symbol (camera/hard disk/memory stick) to reveal the folder contents as thumbnails in the *Thumbnail Browser*.

### Adjustments

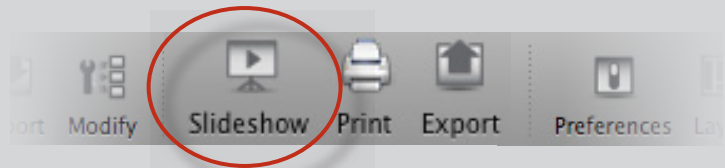
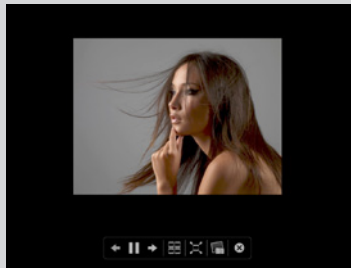
Click on thumbnails to make them appear in the *Viewer* where they can be adjusted (3FR files must be selected first and then processed by clicking on *Import* **G**).

Select the required tools from the four tabbed tool collections **D** and make the desired adjustments.

### Basic Options


Refer back to *Light Mode* description concerning *Slideshow*, *Print* and *Export* possibilities.

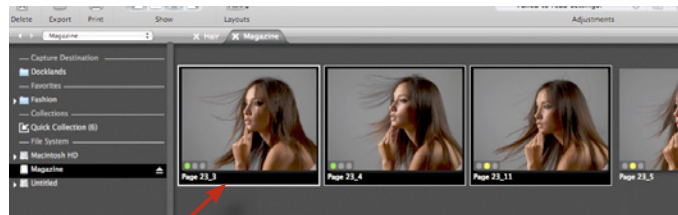
## Slideshow (Light & Standard Modes)



The **Slideshow** feature produces an easy-to-use, full screen display in seconds.

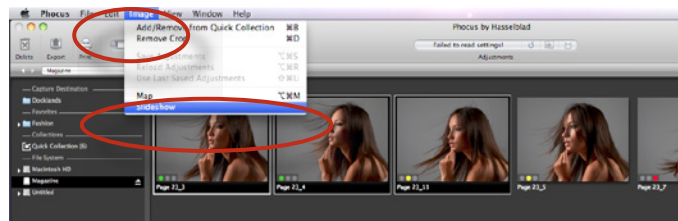
1. In the **Thumbnail Browser**, select the files you want to display in **Slideshow**.

All supported files (see **File Support** section for further details ) will work, except for non-imported Hasselblad 3FR files.



Thumbnails bordered with white show they have been selected for inclusion in the slideshow.

2. Click the **Slideshow** icon in the toolbar or choose **Slideshow** via the Image menu.



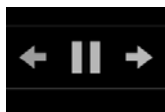
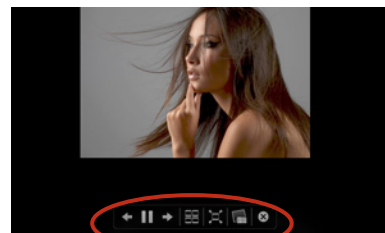
Mac

Windows



### Additional functions on Mac platforms.

1. Select required action from control panel.



Back, play/pause, next.



Index sheet. Mouse over file for information.  
Select any file to revert.



Fit to screen or Actual size. Toggle function.



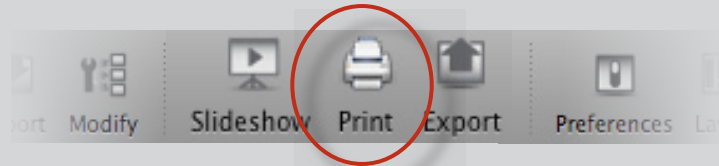
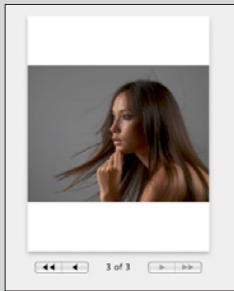
Adds selected file directly to iPhoto collection.



Stop button (or use Escape button).



## Print (Light & Standard Modes)



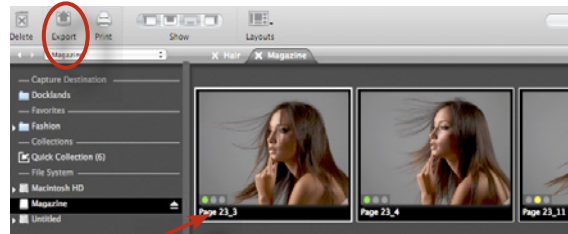
The **Print** feature offers high resolution direct print capabilities plus contact sheet creation. It includes features such as orientation, scaling, output size, color management, layout choice, etc.

1. In the thumbnail browser, select the files you want to print then either:
  - click the **Print** icon in the toolbar
  - choose **Print** via the **File** menu
  - use the shortcuts:

**⌘+P**

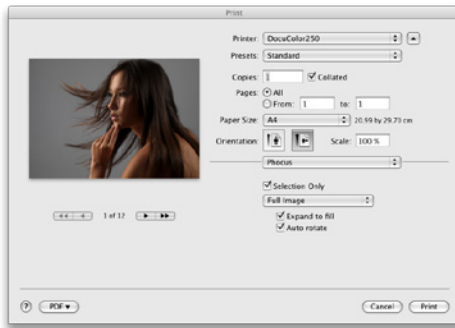
**Ctrl+P**

Any of these reveals the Print dialog box.



Thumbnails bordered with white show they have been selected.

### Full image prints

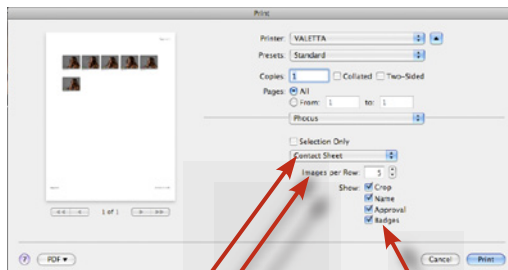


2. The dialog allows several choices. Print quality is automatically full resolution. Even 3FR files can be printed directly without processing to 3F files first.

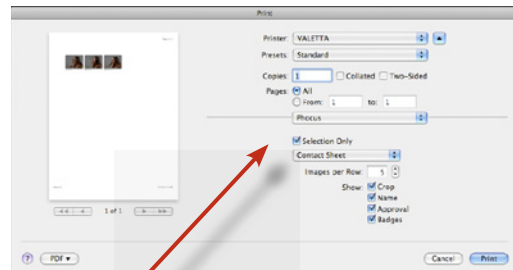
Check **Full image** to select optimum coverage of print medium. Check **Auto rotate** to set the correct orientation. You can also select next or previous image(s) here.

See later section for further information about more possibilities .

### Contact sheets

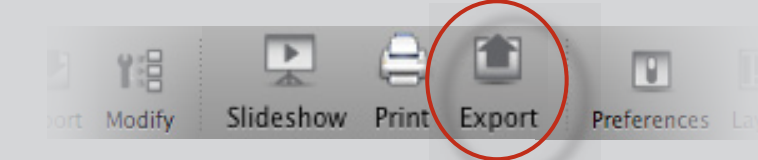
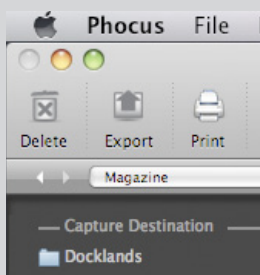


1. Check **Contact Sheet**. Select the required layout in **Images per Row**. Check boxes to include information.



2. Check **Selection Only** to print the original choice. Leave unchecked to print all images in folder.

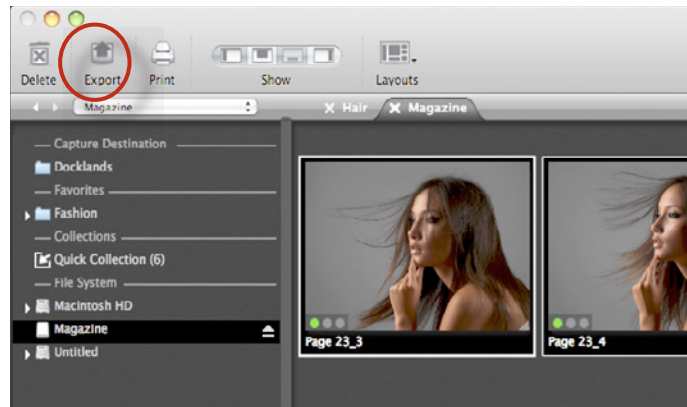
## Export (Light & Standard Modes)



**Export** allows you to export (convert) images into a variety of file formats such as JPEG, TIFF, DNG etc. It also offers simultaneous export of extra copies in the same or another file format.

1. In the **Thumbnail Browser**, select the files you want to export then either:
  - click the **Export** icon in the toolbar
  - choose **Export** via the **File** menu
  - use the shortcuts:

**⌘+S**      **Ctrl+S**

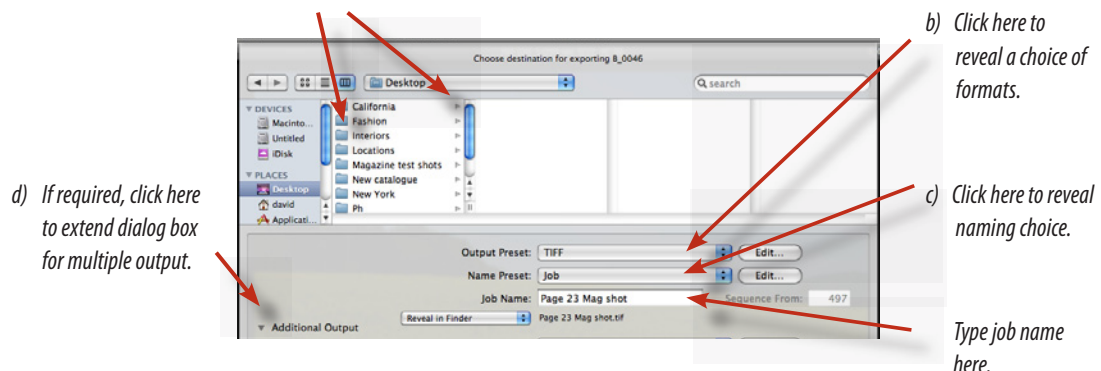


Any of these reveals the **Export** dialog box.

Thumbnails bordered with white show they have been selected.

2. The **Export** dialog provides several choices:
  - a) Where you want the exported file(s) to be stored.
  - b) What types of file(s) you want.
  - c) What type of naming you want the file(s) to have.
  - d) Multiple output.

a) Choose file destination in conventional manner.



(See **Adjustments** section for full details about choices **⌘+S**)



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